

YOU CAN'T HELP INHALING — BUT

YOU CAN HELP YOUR THROAT!



Finer Pleasure — Plus Real Protection

SEE how tremendously cigarettes differ.
Eminent doctors compared five leading
brands, including Philip Morris —

ON COMPARING — THE IRRITANT QUALITY IN THE
SMOKE OF THE FOUR OTHER LEADING BRANDS WAS
FOUND TO AVERAGE MORE THAN THREE TIMES THAT
OF THE TRIKINGLY CONTRASTED PHILIP MORRIS
... AND THE IRRITATION LASTS MORE THAN FIVE
TIMES AS LONG!

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AMERICA'S FINEST
CIGARETTE

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